

## Message Text

UNCLASSIFIED

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-08 /018 W  
-----080266 261229Z /43

R 260601Z JUL 77

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 9616

UNCLAS TOKYO 11154

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: COUNTRY COMMERCIAL PROGRAM - FY 1977, THIRD QUARTERLY  
REPORT

1. QUARTERLY TARGETS FOR ALL CAMPAIGNS HAVE BEEN ATTAINED WITHOUT SIGNIFICANT DEVIATIONS. THE CONTINUED ABSENCE OF COMMERCIAL COUNSELOR DURING QUARTER PLACED ADDITIONAL WORKLOAD ON E/C STAFF. CANCELLATION OF TWO MAJOR TC SHOWS (FLUID POWER SYSTEMS; METAL SURFACE TREATMENT EQUIPMENT) SCHEDULED FOR APRIL AND MAY, HOWEVER, MADE IT POSSIBLE TO REALLOCATE STAFF RESOURCES TO OTHER CCP ACTIVITIES TO MEET QUARTERLY TARGETS.

2. THREE-DAY FSI-ORGANIZED MARKET RESEARCH SEMINAR HELD IN TOKYO, MARCH 23-25, WITH 31 FSO AND FSL PARTICIPANTS FROM EMBASSY AND CONSTITUENT POSTS.

3. IN-COUNTRY E/C OFFICERS CONFERENCE HELD IN TOKYO, MARCH 26, IMMEDIATELY FOLLOWING THE ABOVE SEMINAR WITH 31 PARTICIPANTS FROM EMBASSY AND CONSTITUENT POSTS.

4. CONGEN OSAKA-KOBE HELD FOUR EXPORT PROMOTION SEMINARS (485 ATTENDEES) IN COOPERATION WITH U.S. TRAVEL SERVICE AND LOCAL CHAMBERS OF COMMERCE AND INDUSTRY.

5. VISUAL SEARCH MICROFILM FILES SYSTEM (VSMF) IN BUSINESS  
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INFORMATION CENTER (BIC) WENT OPERATIONAL IN MAY, CURRENTLY AVERAGING 50 USERS PER MONTH. EMBASSY PUBLICIZED NEW SERVICE THROUGH TRADE PUBLICATIONS AND GENERAL DAILY NEWSPAPERS.

6. STATISTICS SUMMARIZING CCP ACCOMPLISHMENTS BY EMBASSY AND CONSTITUENT POSTS DURING THIRD QUARTER FY 77: TABLE

HEADINGS: CA: CAMPAIGNS; NC: NON-CAMPAIGNS; TO: TOTAL;  
 A: TO'S SUBMITTED; B: LICENSING OP'S SUBMITTED; C: MARKET  
 REPORTS SUBMITTED; D: FOREIGN BUYER GROUPS ORGANIZED;  
 D-1: NO. OF GROUPS ORGANIED; D-2: NO. OF PARTICIPANTS;  
 D-3: SPOT AND 12-MONTH PROJECTED PURCHASES REPORTED  
 (UNIT: \$1,000); E: REGULAR TRADE CENTER SHOWS HELD;  
 E-1: NO. OF SHOWS; E-2: SPOT AND 12-MONTH PROJECTED SALES  
 (UNIT: \$1,000); F: BUSINESS SPONSORED PROMOTIONS (BSP'S)  
 STAGED: F-1: NO. OF PROMOTIONS; F-2: SPOT AND 12-MONTH  
 SALES PROJECTIONS (UNIT: \$1,000); NA: NOT AVAILABLE.

	A	B	C	D	E	F						
				D-1	D-2	D-3	E-1	E-2	F-1	F-2		
CA	22	0	6	6	218	769A/	1	10,790	17	8,704		
TOKYO	NC	5	0	5	0	0	0	0	0	2	894	
TO	27	0	11	6	218	769	1	10,790	19	9,598		

CA	42	0	0	1	30	1,000	-	-	24	10,146		
OSAKA	NC	41	2	1	4	23	NA	-	-	3	438	
TO	83	2	1	5	53	1,000	-	-	27	10,584		

CA	36	0	0	4	56	6,680	-	-	-	-		
NAHA	NC	18	0	0	1	13	680	-	-	-	-	
TO	54	0	0	5	69	7,360	-	-	-	-		

CA	7	0	0	0	0	-	-	-	-			
FUKUOKA	NC	7	0	0	0	0	-	-	3	0		

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TO	14	0	0	0	0	-	-	3	0			
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CA	1	0	0	0	0	-	-	-	-			
SAPPORO	NC	1	0	0	0	0	-	-	-	-		
TO	2	0	0	0	0	-	-	-	-			

CA	108	0	6	5	304	8,449B/	1	10,790	41	18,850		
MISSION												
TOTAL	NC	72	2	6	5	36	680C/	-	-	8	1,332	
TO	180	2	12	16	340	9,129D/	1	10,790	49	20,182		

FOOTNOTES: A/PURCHASES BY 1 GROUP, 27 PEOPLE

B/ PURCHASES BY 6 GROUPS, 113 PEOPLE

C/ PURCHASES BY Q GROUP, 13 PEOPLE

D/ PURCHASES BY 7 GROUPS, 126 PEOPLE

MANSFIELD

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NNN

## Message Attributes

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**Subject:** COUNTRY COMMERCIAL PROGRAM - FY 1977, THIRD QUARTERLY REPORT  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009